Martha Thomas, Business Librarian
Greensboro Public Library
219 N. Church Street
336.373.4559
Martha.Thomas@greensboro-nc.gov

www.greensborolibrary.org

Business Decision

This new marketing tool is a detailed look at area consumers. Users may generate reports detailing consumer market data. BusinessDecision is a web service featuring business-oriented reports, data, and maps that are offered for free to library cardholders. Reports include demographic and income profiles, consumer expenditures, and market segmentation profiles. The reports are flexible according to your needs. You may focus on a city, zip code or go as narrow and performing a radius search surrounding an address. Detailed research guides are available through the library's webpage and directly from the Business Decision "Reports and Data" link.

Remote Access:
- Enter the library's homepage: www.greensborolibrary.org/
- Click on *Premium Information Resources*
- Enter library card number (no spaces) & Click "Go"
- Scroll down to *Business Tools*
- Following the instructions to enter the Business Decision site
- You may use the Library's Reference user id: gsolibrary and password: greensboro. That will be given on the previous screen. Note: when using the library's account you will not be able to email reports. You may print or download reports at any time during a search. In order to have the email option, you must create your own user account after logging in through the library's site. Detailed instructions are given at the Logon screen after accepting the license agreement.

Mergent Online

A valuable database of US and international public companies. Data gathered from SEC filings is arranged into an easy format. Various types of information are available, including financials, business history, joint ventures and property owned. Useful for business and individual investor information.

Remote Access:
- Enter the library's homepage: www.greensborolibrary.org
- Click on *Premium Information Resources*
- Enter library card number (no spaces)
- Scroll down – click on the Mergent icon

Search Capabilities:
- "Basic Search" – used for a specific company name or ticker symbol.
- "Advanced Search" - used to expand search techniques.
- Follow steps 1-5 to build a search
- Click on "Add Criteria" (step 4)
- Click on "Search"
- Industry Reports are also available (click on top tab)

ReferenceUSA

A comprehensive business database offering general business information about virtually every established business in the nation. ReferenceUSA uses telephone listings and yellowpage ads to accumulate business listings, allowing access to information about companies ranging from the very small to the corporate headquarters. Great resource for business-to-business leads and background.

Continued:

Remote Access:
- Enter the library's homepage: www.greensborolibrary.org
- Click on *Premium Information Resources* to access at your home or office
- Enter library card number (no spaces) and CLICK "Go"
- There you will find the NCLive access information
- Scroll down – click on the ReferenceUSA icon
- Choose Business database
  - *Note that more modules are now available on ReferenceUSA – you may contact me if you have any questions about searching this additional information*

Search Capabilities:
- "Quick Search" – used for a specific company name. May narrow search by designating geographical location.
- "Custom Search" – used to expand search techniques.   Check boxes for desired search options.
- Zip code searching – HINT – Use the bottom field: Enter a 3 digit ZIP code in this text box below. A selection page will list the corresponding 5 digit ZIP codes will appear. Click on the appropriate zip code to select.

NCLive

A statewide service distributed to public and university libraries. Provides access to over 20,000 professional and educational journals, newspapers and magazines. Business titles include the Wall Street Journal, Forbes and the Harvard Business Review, among a few.

Remote Access:
- Enter the library's homepage: www.greensborolibrary.org
- Click on *Premium Information Resources* and CLICK "Go"
- There you will find the login information
- Choose library affiliation: pull down arrow – Greensboro Public
- Enter password – library cardholders may obtain password by accessing their account on www.greensborolibrary.org or by calling 335-5430. The password changes twice a year.

Search Capabilities for NCLive:
- EZ search is for very broad searches
- It is recommended to click on "Browse Resources"
- Choose by subject area, publication type, or vendor
- You may search for individual publications by scrolling to the bottom of the screen and clicking on "Find Full Text Publications."

Morningstar.com

Offers stock analysis and mutual fund performance evaluation.
Remote Access:
- Enter the library's homepage: www.greensborolibrary.org
- Click on *Access Online Resources* at Home and then Business
- Click on Investment and then **Click here** to access this resource remotely. Library card number required.
- Enter library card number (no spaces)
- You are now logged on to Morningstar investment services

For direct access to the Business Advantage web site enter
www.greensborolibrary.org/business

You may check the Events calendar for upcoming programs at
www.greensborolibrary.org

For assistance you may contact Martha Thomas or the Central Library reference desk at 335-5430.